

GOLF POST  
Cologne, July 2015



# Golf Post 2015: Media kits and rates

July 2015

# Golf Post – A new opportunity to reach golfers online



Source: IVW, Google Analytics

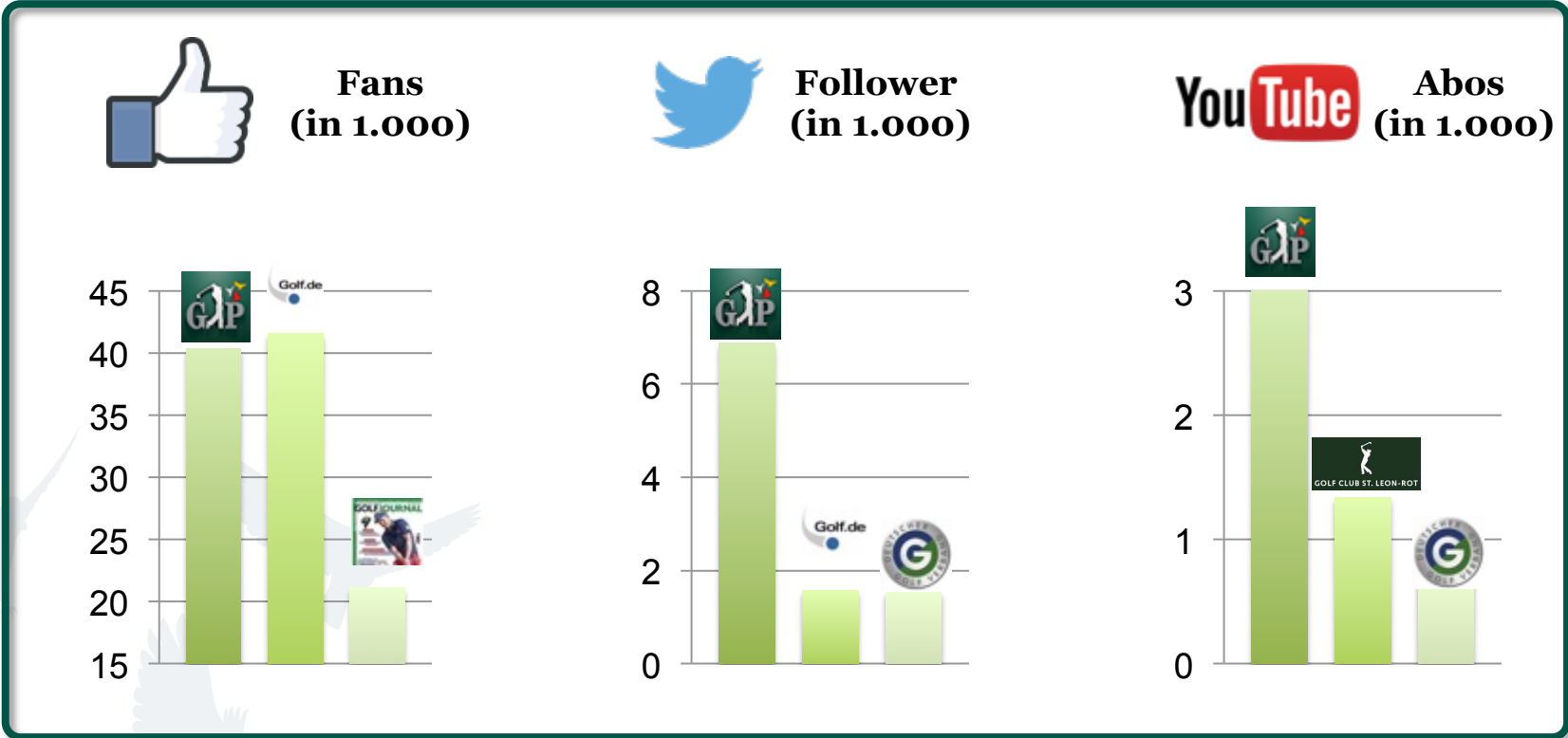
- ➔ Golf Post is an independent online golf magazine in German language
- ➔ Golf Post is one of the most read online magazines with the largest golf community in social networks
- ➔ Golf Post was founded in 2012 and is the fastest growing golf platform

## High Increase in visits

	June 12	June 13	June 14
Visits	2,859	98,950	226,532
Page impressions	14,548	413,134	1,116,778

# Golf Post: #1 in Social Media in GSA\*

## Fans/Follower in Social Media

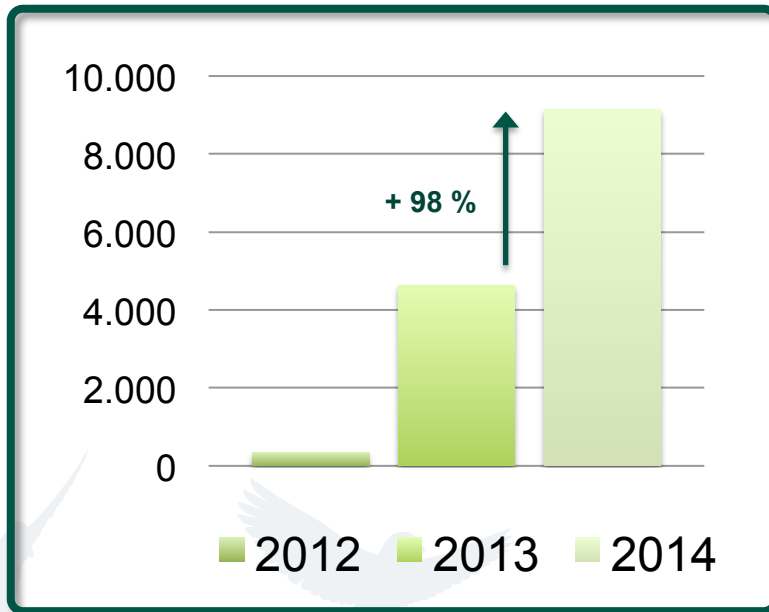


Stand: February 2015

\*GAS = Germany, Austria and Switzerland

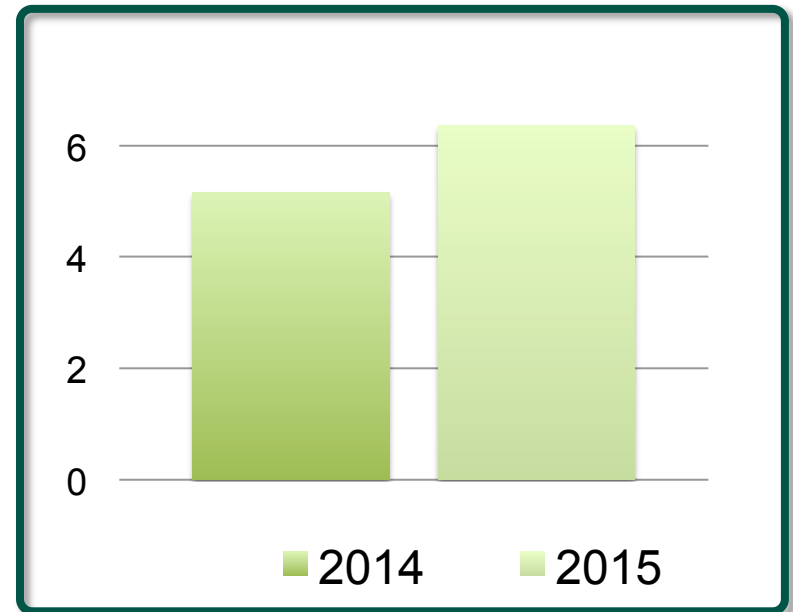
# Golf Post: Powerful growing coverage in network

## Page impressions from 2012 until 2014



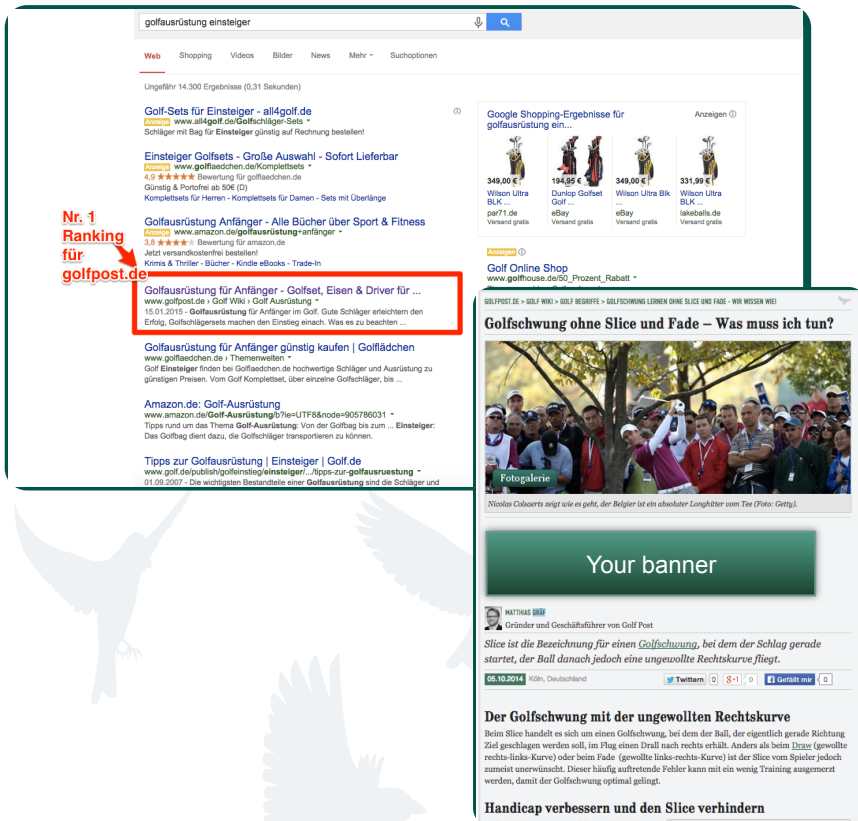
Page impressions in 1.000 (June 2015)

## Page impressions from 2014 until 2015



Page impressions in 1.000 (June 2015)

# Golf Post with many important #1 rankings in golf topics



➔ #1 Google-Ranking in many relevant areas (Keywords), e.g.

- ➔ Equipment for beginners
- ➔ Clubhead speed
- ➔ Golf swing
- ➔ Golf slice/fade/draw
- ➔ Golf training

➔ #1 Google Rankings get ca. 30- 40 % of the traffic for the specific keyword (high relevance for users)

➔ Golf Post pages attract high demand of users

➔ Benefit through exclusive placements on the specific landing pages

# Golf Post offers all about golf! What readers can expect ...

**Editorial coverage – 24/7 Golf News**



**Video Footage**



**Equipment & Golf Course Reviews**



**Travel Reviews and Hotel Recommendations**



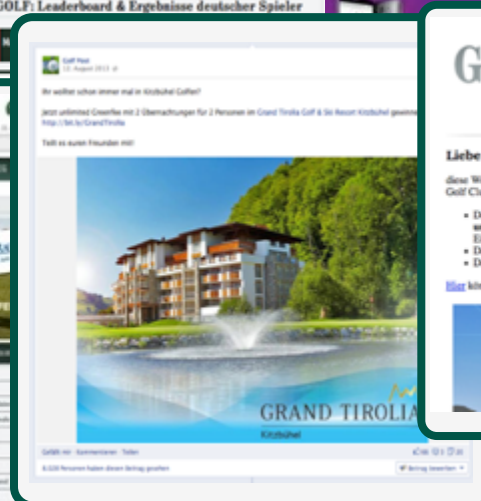
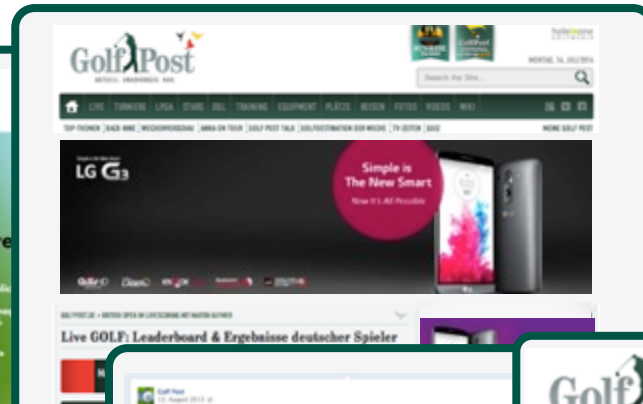
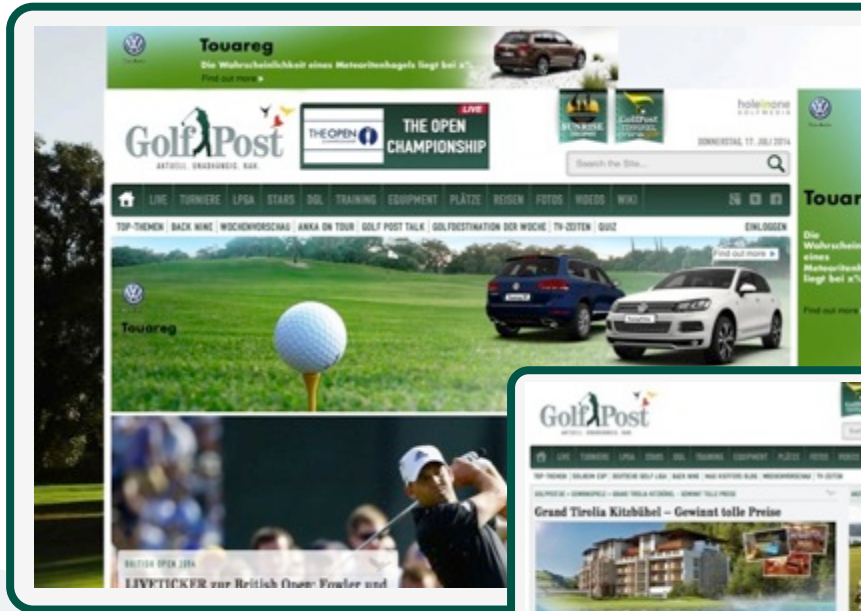
**and many more products**

# How customers can benefit: products & services

## Display Marketing

## Special Sponsorings

& more



Prize lottery  
with our community

## Social Media Promotion

## Newsletter Marketing

# Golf Post already worked for many different industries ...

**Allgemein**



**Golfmarkt**



**Tourismus**

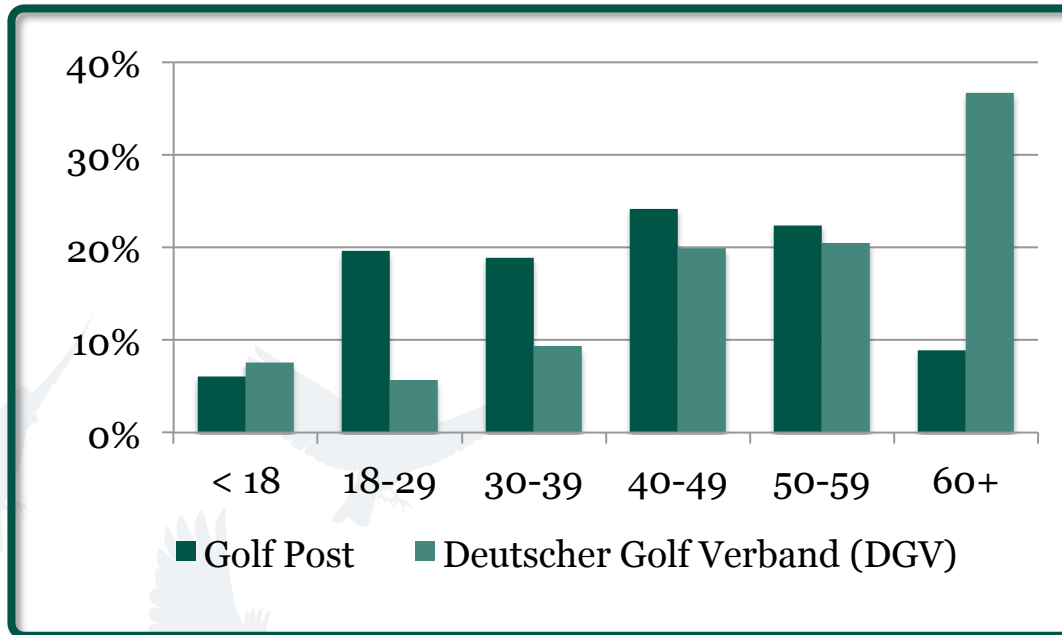




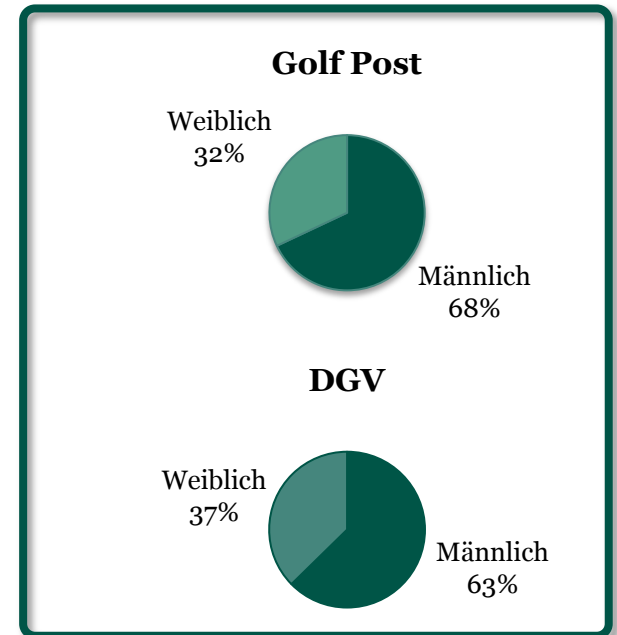
# Golf Post users are younger than the typical German golfer

*Golf Post Users are sporty and younger than the traditional golfer. Golf Post addresses more male golfers than female golfers but the share is similar to the overall golf population in Germany*

## Age group



## Gender

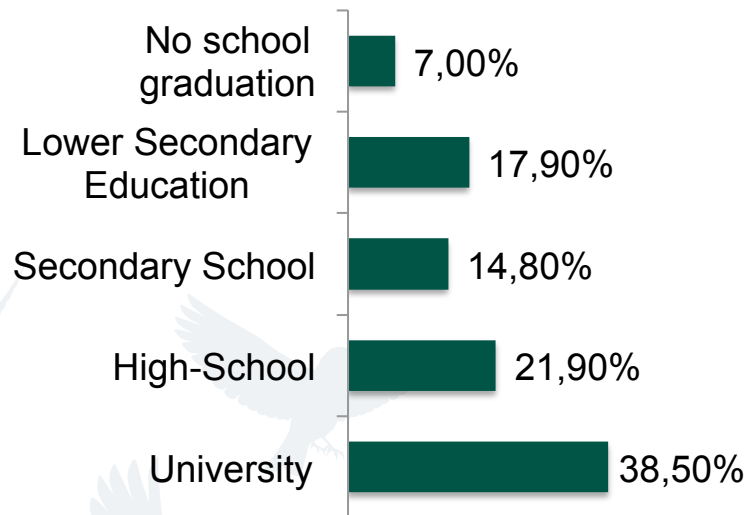


Source: AGOF Internet Facts für golfpost.de (Stand: Juni 2014) – DGV Ergebnisse stellen den gesamten Golfmarkt in Deutschland dar

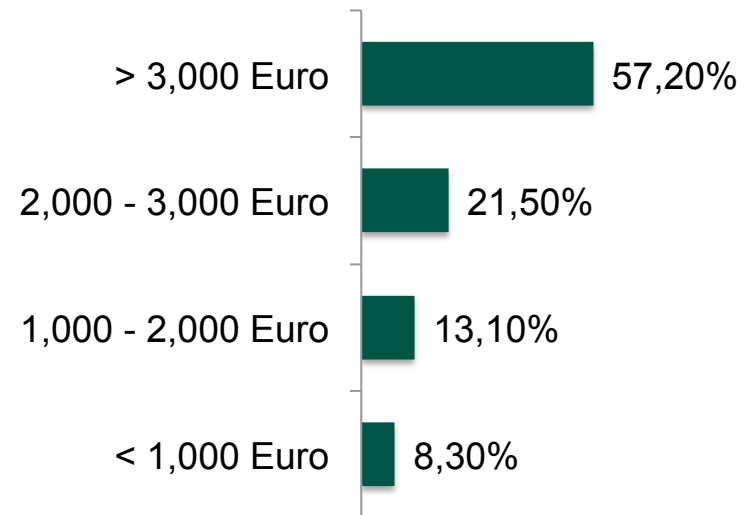
# Golf Post users belong to the well-educated elite level of society

*Golf Post Users are very well educated. The vast majority of them is fully employed and earns a household income of more than 3,000 Euro. The affinity index for this group is at 159.*

## Users by education




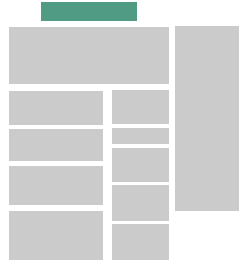
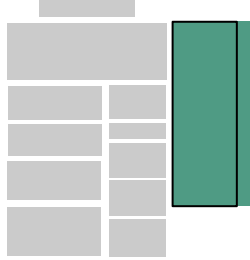
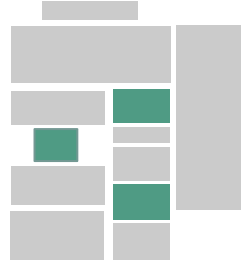

## Users by household income



Source: AGOF Internet Facts

# Display advertising on Golf Post: Ad formats, prices and packages

Based on CPM

Hockey-Stick/ Wallpaper	Leaderboard	Skyscraper/ Skyscraper expand.	Medium Rectangle	Billboard / Halfpage Ad
				
728 x 90 + 120 x 600 px	728 x 90 px	120/160 x 600 px	300 x 250 px	970 x 250 px / 300 x 600 px
CPM: € 40	CPM: € 25	CPM: € 25	CPM: € 20	CPM: € 40

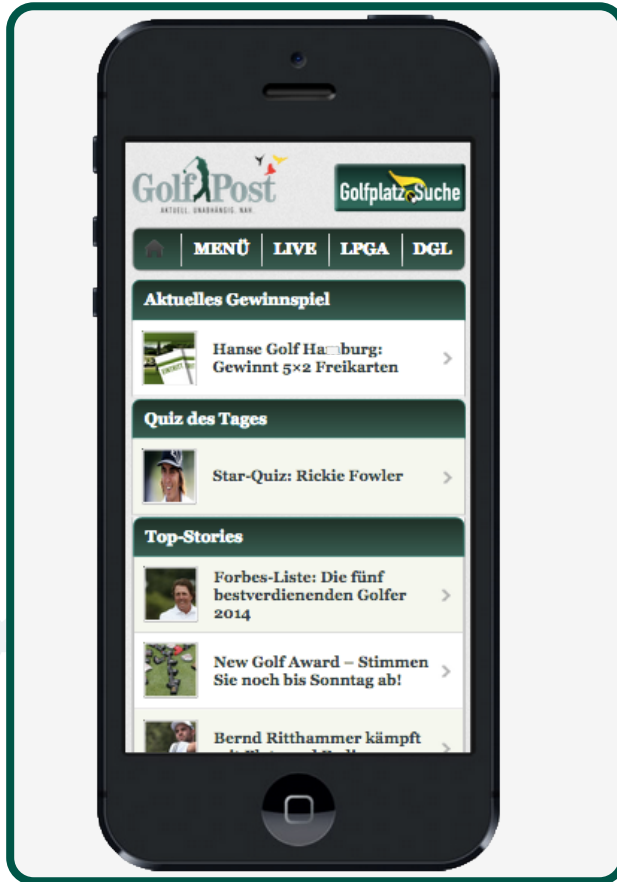
Packages

	Package A	Package B	Package C	Package D
<b>Format</b>	Different ad formats in rotation Special targeting options available			
<b>Volume (Impressions)</b>	100,000	250,000	500,000	750,000
<b>Recommended duration</b>	min. 2 weeks	min. 4 weeks	min. 8 weeks	min. 12 weeks
<b>Price</b>	€ 2.500 (ca. CPM = € 25)	€ 5.000 (ca. CPM = € 20)	€ 8.500 (ca. CPM = € 17)	€ 12.000 (ca. CPM = € 16)

Booked Ad volumes can be used for different campaigns /time periods

All prices are plus VAT in EUR

# Be always with your client: Mobile advertising @Golf Post:

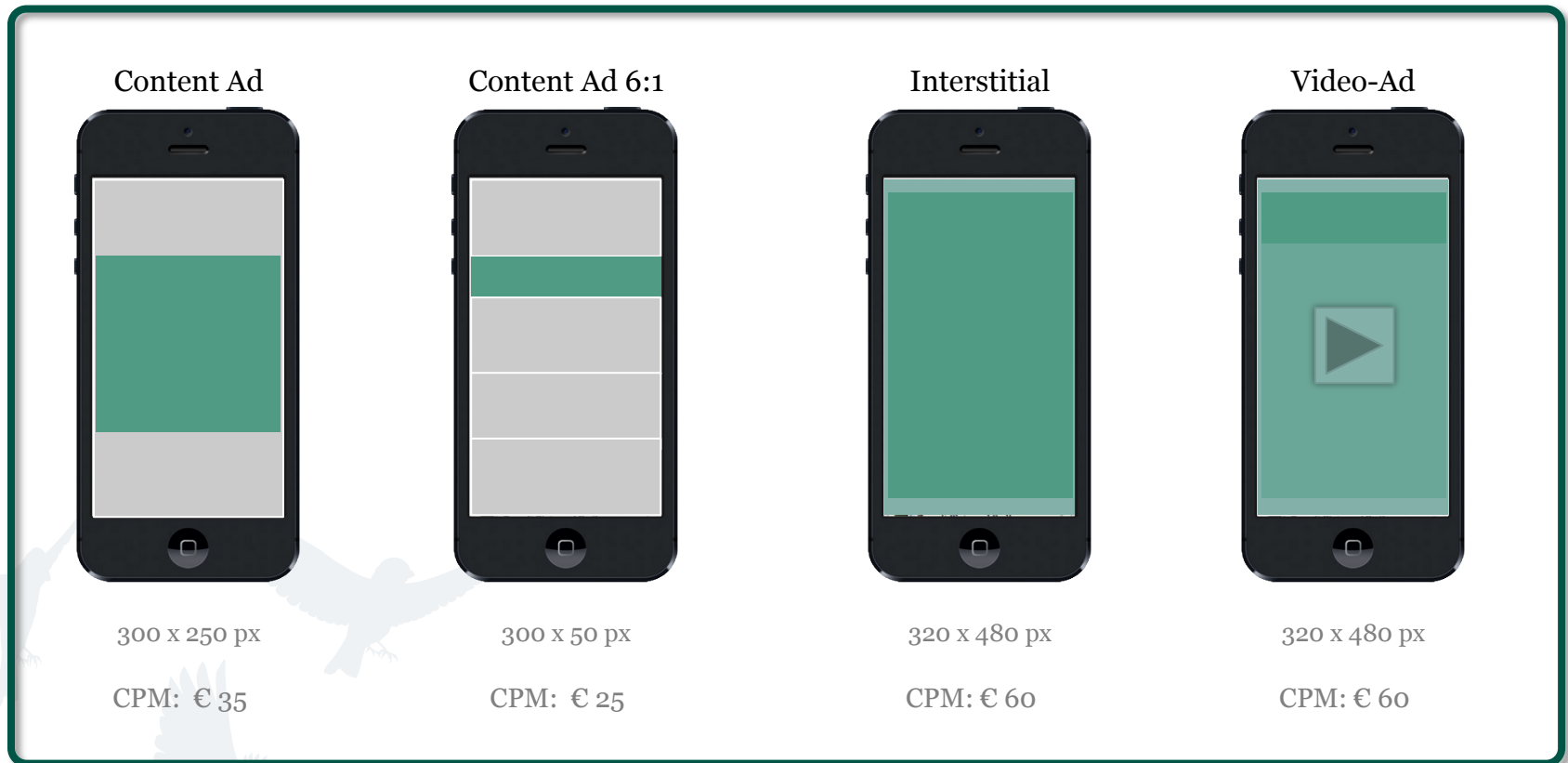


Mobile Webseite: [www.golfpost.de](http://www.golfpost.de)

## Why mobile advertising?

- ➔ Golf Post has a mobile optimized website (more than 2.1 million page impressions in 2014)
- ➔ Guarantees high attention and an above-average click rate (CTR)
- ➔ We offer a great variety of mobile advertisement forms

# Mobile Advertising – Our advertisement possibilities



All prices are plus VAT in EUR

# Newsletter marketing: Share your message

*Benefit from above average opening rates (25-30%) and share your message with more than 10,000 golfers.*

## Banner in daily newsletter



**GolfPost**  
AKTUELL. UNABHÄNGIG. NAH.

Dienstag,  
16. Dezember 2014

24  
TAGESTHEMEN

"Die Leute sehen uns 45 Wochen im Jahr zu. Wenn man das Spiel populärer machen wollte, würde man Olympia den Amateuren überlassen."  
(Adam Scott, über Golf bei Olympia in Rio de Janeiro 2016)



**Adam Scott: "Man sollte Olympia den Amateuren überlassen"**

DEAL DER WOCHE

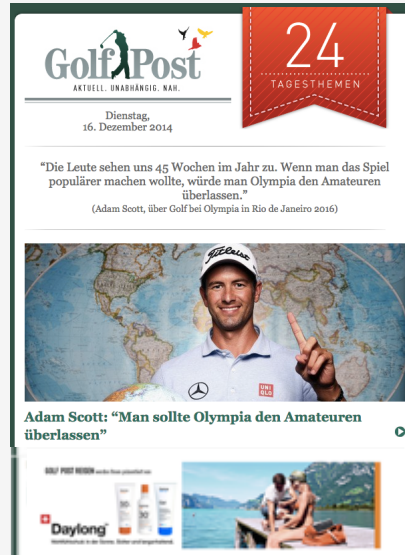


**Deal der Woche: Entfernungsmesser Tasco VLRP 600**  
Der Golf Post Deal der Woche ist für jene, die es ganz genau wissen möchten: Entfernungsmesser Tasco VLRP 600 für nur 119 Euro.

**5 mentionings**  
1 week (Monday-Friday)  
€ 450

**10 mentionings**  
2 weeks (Monday-Friday)  
€ 750

## Banner + text in daily newsletter




**GolfPost**  
AKTUELL. UNABHÄNGIG. NAH.

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(Adam Scott, über Golf bei Olympia in Rio de Janeiro 2016)



**Adam Scott: "Man sollte Olympia den Amateuren überlassen"**

Daylong

**5 mentionings**  
1 week (Monday-Friday)  
€ 550

**10 mentionings**  
2 weeks (Monday-Friday)  
€ 950

## Stand-alone newsletter



**GolfPost**  
AKTUELL. UNABHÄNGIG. NAH.

11. Dezember 2014

**Jetzt Winter-Rabatte im Fairway Golfshop sichern!**

**Lieber Leser,**  
heute haben Sie die Möglichkeit sich tolle Angebote im Fairway Golfshop zu sichern. Dort finden Sie noch Weihnachtsgeschenke oder können sich schon einmal selbst für die neue Saison 2015 ausstatten. Klicken Sie einfach auf den Banner und lösen Sie Ihren Gutschein-Code ein. Natürlich können Sie den großen Sonderverkauf zur Weihnachtszeit auch persönlich in Pulheim besuchen und das Equipment vor Ort testen.



Der Megastore Fairway Golfshop im Walzwerk in Pulheim/Köln

**Winter-Rabatte sichern**  
jetzt einlösen und profitieren.

JuCad **Ab 13.12.2014 10-15 Uhr** **Denktag im Megastore** inklusive Sonderangebot!

MOTOCADDY


**Der Fairway Golfshop in Pulheim**  
**1 stand-alone newsletter**  
Individual design with picture and text  
€ 1,500

All prices are net plus VAT

# Content Marketing: Talk about your product


*Present your product in editorial design and integrate it into the Golf Post contents.*

## Editorial teaser



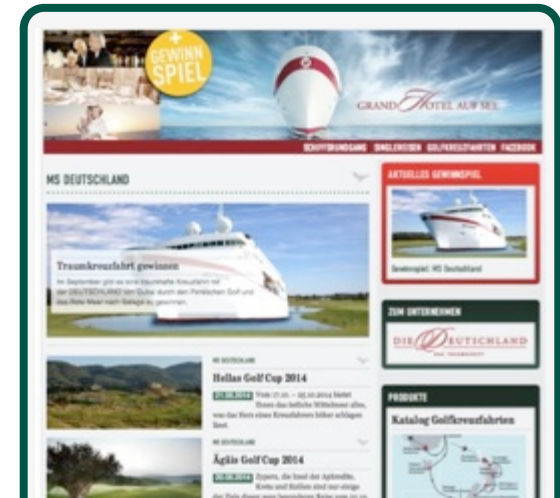
**Current time: 1 week**  
Promotion at the Golf Post starting site  
Direct link to your product site  
Promotion via newsletter  
€ 200 per teaser

## Advertorial



**Current time: 1 week and storage**  
Editorial content about your product  
Promotion at the Golf Post starting site  
Promotion via newsletter  
€ 750 per advertorial

## Partner magazine




**Current time: Permanent**  
Editorial attendance of your company  
Promotion at the Golf Post starting site  
Promotion via social media & newsletter  
Price on request

All prices are plus VAT in EUR

# Engagement Marketing - Increase the publicity of your product

*Present your product to our community and benefit from the plus of attention*

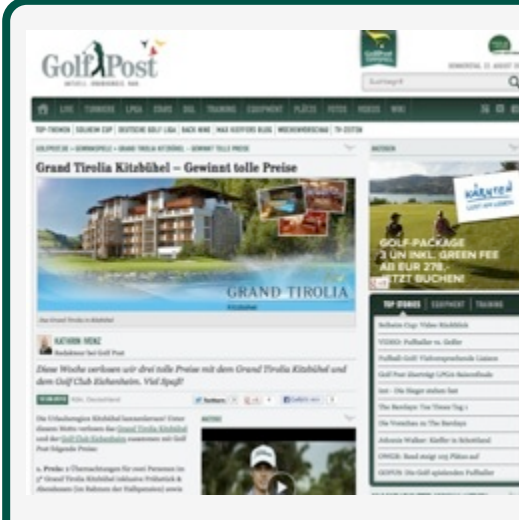
## Advent calendar



**Limited-time-promotion: 1 day**  
Promotion on the Golf Post front page  
Social media promotion  
Newsletter promotion

€ 600


## Competition



**Limited time-promotion: 1 week**  
Promotion on the Golf Post front page  
Social media promotion  
Newsletter promotion

€ 750-2,500

## Product test



**Limited-time-promotion: 6 weeks**  
Promotion on the Golf Post front page  
Social media promotion  
Newsletter promotion

Price on request

All prices are plus VAT in EUR



# Profit as a Major- Be partner of the largest tournaments worldwide

## Major-Partner

The screenshot displays the GolfPost website interface for the US Open 2014. The header includes the GolfPost logo, navigation links (LIVE, TURNIERE, LPGA, STARS, DGL, TRAINING, EQUIPMENT, PLÄTZE, REISEN, FOTOS, VIDEOS, WIKI), and a search bar. The main content area features a 'Live Golf: Leaderboard & Ergebnisse deutscher Spieler' section with a 'Major' tab selected. The leaderboard table is as follows:

Rank	Spieler	To Par	Loch	Today	R1	R2	R3	R4	Total
1	Martin Kaymer	-9	F	-1	65	65	72	69	271

- ➔ Major- tournaments are the highest reach tournaments worldwide
- ➔ Online and mobile integration of the partner on our Golf Post website
- ➔ Advertising banner are always displayed in the section „Major“
- ➔ Branding of our partner draw attention on special highlights
- ➔ Strong integrated in our website
- ➔ Offer is available on request

# Create attention by new types of advertising

## (Categories/ Partner Live Partner



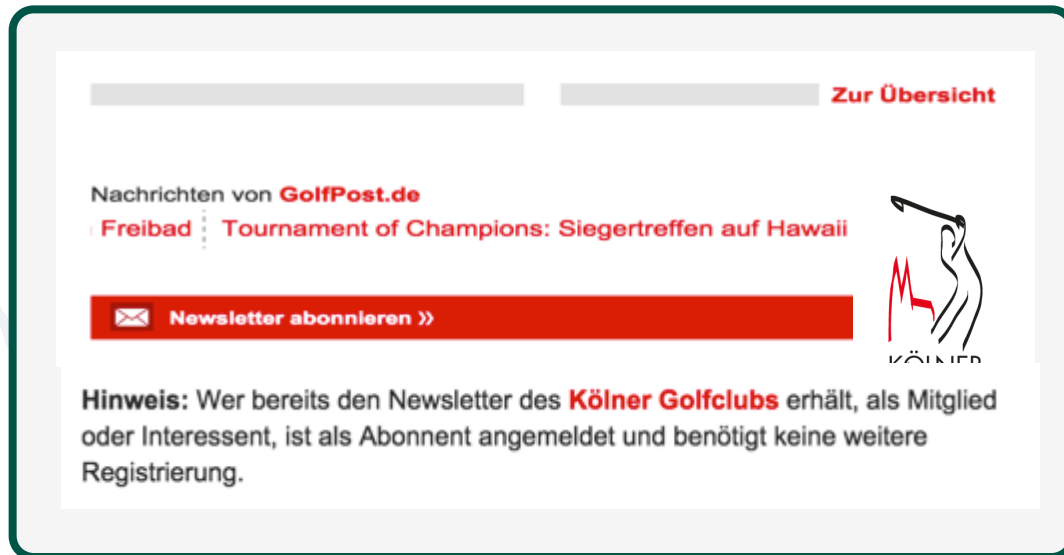
## Local -Time Partner

- ➔ Get more attention with your special sponsor position
- ➔ Strong integration of advertising item in your booked categorie and on Golf Post homepage
- ➔ The offer is available on request

# Offer our Newsfeed on your homepage

*We provide costum fitted Golf Post Newsboxes for integration on your homepage  
Please contact us if you require further information.*


## Example: Cologne Golfclub Website




Zur Übersicht

Nachrichten von **GolfPost.de**

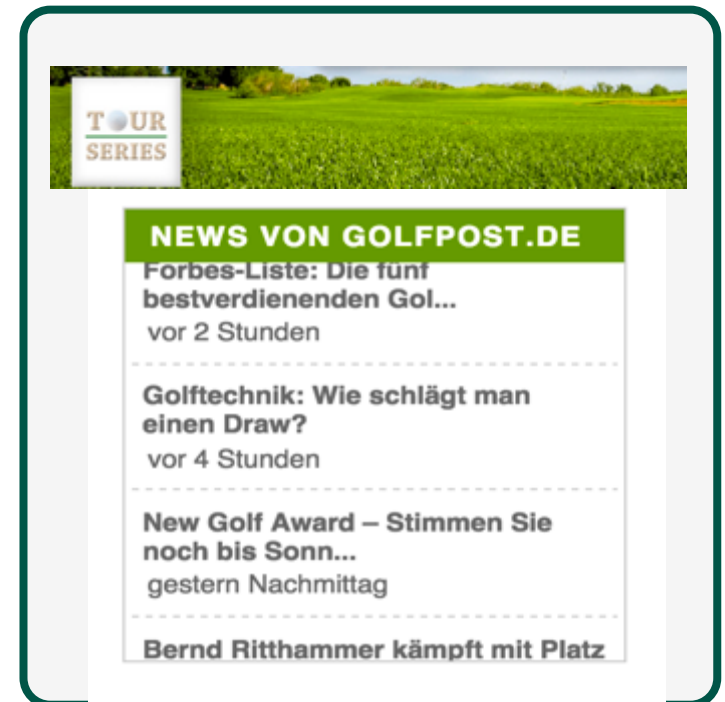
Freibad | Tournament of Champions: Siegertreffen auf Hawaii


 Newsletter abonnieren >>



**Hinweis:** Wer bereits den Newsletter des **Kölner Golfclubs** erhält, als Mitglied oder Interessent, ist als Abonnent angemeldet und benötigt keine weitere Registrierung.

## Example of the Tour Series Website



 TOUR SERIES

**NEWS VON GOLFPOST.DE**

**Forbes-Liste: Die fünf bestverdienenden Gol...**  
vor 2 Stunden

**Golftechnik: Wie schlägt man einen Draw?**  
vor 4 Stunden

**New Golf Award – Stimmen Sie noch bis Sonn...**  
gestern Nachmittag

**Bernd Ritthammer kämpft mit Platz**

# Get in touch with us!

## Your contact persons

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Thanks for your attention!

Contact us as your reliable media partner.  
For questions we are at your disposal

KÖLN 2015

MARKETING@GOLFPOST.DE

TEL.: +49 221 975 802 33

[www.golfpost.de](http://www.golfpost.de)  **GolfPost**  **Golf\_Post**